



Reconciliation
A U S T R A L I A
RECONCILIATION ACTION PLANS



Second Reconciliation Action Plan

June 2010 – June 2011



Our Vision for Reconciliation

SBS is leading the way in promoting the stories of Indigenous Australia, increasing awareness of the contribution of Aboriginal and Torres Strait Islander communities to Australian society, and building our capacity to learn from and serve Aboriginal and Torres Strait Islander peoples.

Our Business

SBS is Australia's multicultural and multilingual national public broadcaster providing television, radio and online services across Australia.

Our national television services – SBS ONE and SBSTWO – broadcast a unique mix of Australian and international programming across a range of genres in both English and a wide variety of languages other than English. SBS's news, current affairs and sports programming is produced in-house. SBS draws on the resources of Australia's independent production sector to generate diverse, award-winning Australian content for broadcast.

From the only dedicated Aboriginal and Torres Strait Islander current affairs program *Living Black* to the most significant documentary series ever produced on Indigenous Australia, *First Australians*, to the first Aboriginal language media network identification by Geoffrey Gurrumul Yunupingu in Yolngu Matha, SBS has time and again demonstrated its commitment to telling Aboriginal and Torres Strait Islander stories.

SBS Radio broadcasts two services in Sydney, Melbourne, Canberra and Wollongong and a national service to other centres around Australia including Adelaide, Brisbane, Darwin, Hobart and Perth, and major regional centres. SBS Radio also provides digital radio services in Sydney, Melbourne, Brisbane, Adelaide and Perth. SBS Radio offers the world's most multilingual radio service, broadcasting professional news, entertainment and information services in 68 different language programs, including the Aboriginal program.

SBS Online extends SBS's television and radio service by making as much of our unique content available to all Australians online, on-demand and free. SBS's *First Australians* website, developed with the series' producers, Blackfella Films, features over ten hours of content not seen in the television series, with hundreds of mini documentaries bringing to life the stories that formed part of the series, as well as interactive elements enabling users to share their stories.

SBS has over 800 employees, of which about half were born overseas and around a quarter speak a language other than English at home.



Our RAP

The actions in SBS's first RAP were implemented by members of SBS's first Reconciliation Action Plan Committee. The first RAP Committee consisted of 27 staff members, including Aboriginal and Torres Strait employees, representatives from across the organisation and senior management, who responded to an all staff call for expressions of interest to be on the Committee. The Committee met on a quarterly basis, with sub-committees formed to coordinate and carry out the specific RAP actions.

The highlight of our first RAP was the awarding of our inaugural Indigenous Television Mentorship Award. Through our first RAP we also developed wording for SBS staff to deliver an Acknowledgement of Country at events in SBS's Sydney, Melbourne and Canberra offices as well as at other locations, and set up signs which acknowledge the traditional custodians of the land for our Sydney and Melbourne offices. Throughout the year we have also helped engage staff with Indigenous culture through NAIDOC week celebrations and a Welcome to Country ceremony.

The RAP Committee was reformed at the end of 2009 with new members joining. The new RAP Committee's first task was to consider what actions would be useful and relevant for SBS to pursue in its next RAP, taking into account the achievements and obstacles of our first RAP, and where we thought we could - achieve more.

In developing these actions the Committee determined that SBS could better realise its potential by taking a long-term approach and embedding our actions under the following three overarching objectives which encapsulate what SBS is uniquely positioned to offer to the reconciliation process. The Committee considered that structuring our RAP in this manner would work better in the long term for SBS. Reconciliation Australia's principles of respect, relationships and opportunities were used to formulate these ideas and actions, as indicated under each RAP action.

- **Lead:** be a reconciliation leader in the media, entertainment and advertising industries – by developing mutually beneficial **relationships**, including Aboriginal and Torres Strait Islander organisations to offer support and to consult with and provide **opportunities** to promote Aboriginal and Torres Strait Islander cultures, communities and activities.
- **Build:** build our capacity to learn from and serve Aboriginal and Torres Strait Islander peoples and ensure reconciliation is in our corporate DNA – by developing cultural awareness to encourage recognition and **respect** of Aboriginal and Torres Strait Islander cultures; securing internal budget resources; adapting our business systems to provide more **opportunity** for Aboriginal and Torres Strait Islander businesses to compete for SBS business, and for businesses that have RAPs to be considered as preferred suppliers.
- **Output:** provide a consistent volume and quality of content on our platforms – creating **opportunities** for the broadcast of stories about Aboriginal and Torres Strait Islander communities in Aboriginal and Torres Strait Islander languages across all platforms and showing **respect** by carrying an acknowledgement of country on SBS productions and SBS commissioned content where relevant.

Our actions are set out under each of our objectives, with each action signposted with Reconciliation Australia's key elements to indicate its contribution to the principles of **relationships**, **respect** and **opportunities**.



Relationships

Establishing and maintaining valuable relationships and partnerships with Aboriginal and Torres Strait Islander peoples and non-indigenous Australians is crucial to our objective of being a reconciliation leader in the media, entertainment and advertising industries and enhancing our contribution to an inclusive society.



Respect

Encouraging recognition and respect for Aboriginal and Torres Strait Islander cultures will help build our capacity to engage with, learn from and serve Aboriginal and Torres Strait Islander peoples.



Opportunities

SBS can make a unique contribution to closing the opportunity gap by creating opportunities for the broadcast of stories about Aboriginal and Torres Strait Islander communities in Aboriginal and Torres Strait Islander languages across all platforms and establishing and encouraging business systems that are more inclusive of Aboriginal and Torres Strait Islander businesses.

Objective 1. Be a reconciliation leader in the media, entertainment and advertising industries

SBS aims to be a leader in this field, enhancing our contribution to an inclusive society by establishing relationships and partnerships to support reconciliation activities and providing opportunities to promote Aboriginal and Torres Strait Islander cultures, communities and activities by mobilising our access to the media, entertainment and advertising industries.

Action	Responsibility	Measurable Target	Timeline	Key Element *
Establish partnerships with other organisations for mutual support and to amplify and accelerate each partner's reconciliation activities, including media, arts, cultural and training organisations.	RAP Committee and relevant internal stakeholders	Plan for priority relationships developed. Five organisations identified/approached. Three partnerships established.	June 2010 Aug 2010 Dec 2010	
Develop our relationship with Reconciliation Australia by providing business, promotional and strategy support to help them effectively promote reconciliation. For example providing free airtime for Reconciliation Australia promotions.	Director Marketing	Identify specific event/s for support. Provide support for two events/activities.	June 2010 June 2011	
Increase the visibility of Aboriginal and Torres Strait Islander related content and Indigenous Australian media practitioners by sponsoring media awards and conferences.	Strategy and Communications	Scoping paper developed for awards/conferences and SBS's contribution. At least two awards/conferences sponsored.	June 2010 June 2011	
Establish a formal register of Aboriginal and Torres Strait Islander stakeholder groups for consultation purposes, utilising existing stakeholder networks such as Reconciliation Australia.	Strategy and Communications	Register established and availability communicated to staff.	June 2010	
Continue to actively support the Reconciliation Industry Network Group (RING).	RAP Committee	SBS participates in all RING meetings.	June 2011	

*  Relationships  Respect  Opportunities



Objective 2. Build SBS capacity – Reconciliation is in our corporate DNA

Our capacity to engage with Aboriginal and Torres Strait Islander culture, support Aboriginal and Torres Strait Islander staff and businesses and share stories reflects our capacity to be the world's foremost multicultural and multilingual media organisation.

Action	Responsibility	Measurable Target	Timeline	Key Element*
OUR CULTURE AND PEOPLE				
Develop cultural awareness training sessions to skill and equip SBS staff to engage in reconciliation.	Human Resources	Pilot session conducted with a target group of around 25 SBS managers and staff. Evaluate pilot and plan all staff rollout.	Aug 2010 March 2011	
Expand our Acknowledgement of Country protocols to include Welcomes to Country and delivery of Acknowledgement of Country in language by trained SBS staff or Board members at official events held at SBS's Sydney, Melbourne and Canberra offices.	RAP Committee	Welcome to Country protocol developed. SBS Acknowledgement of Country for Sydney, Melbourne and Canberra translated. Coaching sessions conducted for staff and Board members. Acknowledgement of Country protocols expanded to include these new actions.	July 2010 Nov 2010 Nov 2010 Nov 2010	
Scope a career development and support plan for Aboriginal and Torres Strait Islander employees for Executive Committee approval for design and implementation in the next SBS RAP. For example mentorship programs.	Human Resources	Aboriginal and Torres Strait Islander staff network set up and resourced. Consultations conducted and plan scoped, including targets for employment and professional development. Career development and support plan approved by Executive.	Aug 2010 Nov 2010 June 2011	
OUR BUSINESS SYSTEMS				
Develop criteria for establishing preferred suppliers to include businesses that have RAPs.	SBS Finance	Directive issued, with guidance, to relevant staff by SBS Finance. Suppliers are provided with information to refer them on to Reconciliation Australia for information regarding RAPs. Current suppliers encouraged to develop RAPs.	Aug 2010 Nov 2010 Jan 2011	
Develop a directory of Aboriginal and Torres Strait Islander businesses for staff to access when making purchases.	Strategy and Communications SBS Finance	Scope current Aboriginal and Torres Strait Islander business directories to utilise. Directory operating.	Aug 2010 Dec 2010	
Develop plan to secure longer term funding including annual funding bids to Government and SBS's triennial funding submission (2012-2015).	Executive Committee	Plan developed and endorsed.	Oct 2010	

*  Relationships  Respect  Opportunities

Objective 3. Consistent volume and quality of content on our platforms

We will use our ability to tell stories that inspire all Australians to tell more Aboriginal and Torres Strait Islander stories, and get more Indigenous Australian languages on air.

Action	Responsibility	Measurable Target	Timeline	Key Element *
Create a series of short stories (vignettes) in Indigenous Australian languages, about Aboriginal and Torres Strait Islander cultures across all platforms.	Content Executive	Develop brief. Establish budget. Series commissioned.	June 2010 July 2010 Sept 2010	
Acknowledgement of Country (in English) on all SBS productions and all SBS commissioned content.	Legal Content (TV and Online)	Scope process and develop protocol. All SBS productions carry acknowledgement. Commissioned content contracts include requirement.	Aug 2010 Nov 2011 Jan 2011	
Investigate partnerships to support Aboriginal and Torres Strait Islander participation in sport using SBS's involvement in key sports pillars – football and cycling.	Content Executive	Partnership plan developed. Two new partnerships established.	Oct 2010 June 2011	

*  Relationships  Respect  Opportunities

Tracking progress and reporting

Action	Responsibility	Measurable Target	Timeline
Actions communicated to each Division in a memo to Division Directors for consideration in their forward year planning following the launch of the second RAP.	Strategy and Communications	RAP launch conducted. Directors of each Division notified of actions relevant to their Division.	June 2010 June 2010
RAP made available on the SBS website and the SBS intranet, as well as on the Reconciliation Australia website.	Strategy and Communications	RAP TWO available to all staff and the public.	June 2010
Annual progress report detailed in the SBS Annual Report.	Strategy and Communications	Report on Reconciliation Action Plan incorporated into the SBS Annual Report.	July 2010
Final report against actions prepared and made available on the SBS website and intranet and made available to Reconciliation Australia.	RAP Committee	Final report prepared and published, following consultation with Reconciliation Australia.	June 2011
Annual RAP reviewed and refreshed to evaluate its effectiveness and to consider new initiatives.	RAP Committee	Review conducted and new RAP finalised in consultation with Reconciliation Australia.	May 2011

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